



**ANNUAL REPORT**  
of  
**THE GOODYEAR TIRE & RUBBER**  
**COMPANY OF CANADA, LIMITED**

**NEW TORONTO, ONTARIO**

**1940**



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**The world over,  
more people ride  
on Goodyear tires  
than on any other  
kind!**





A Goodyear employee, now with the Royal Canadian Artillery, looks over the Goodyear Honor Roll.

ON September 3, 1939, not many hours after Prime Minister Chamberlain had said in sad but steady tones, "We are now at war with Germany", a wire from Goodyear's President A. G. Partridge sped its way to the Prime Minister of Canada.

"We offer you everything Goodyear has"—were the strengthening words which formed the backbone of its message.

From that day to this, those same words have framed the patriotic policy of the Goodyear Company.

Executives and employees alike share this policy, as evidenced in many ways. Dogged application to daily tasks . . . generous and willing contributions to war funds . . . wide purchases of War Saving Certificates . . . numerous enlistments in the armed forces . . . wholehearted co-operation in building government war requirements—these and many other things indicate the spirit of the organization.

Yes . . . Goodyear is indeed "on active service."